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Fire Prevention Week . . .

October 8-14, 1950

SEPTEMBER 1950

In this issue -

10 Years of Farm Broadcasting	Page
<i>Nieves Diaz</i>	147
Consumers Learn Marketing by Radio, TV	
<i>Josephine B. Nelson</i>	148
Missouri Uses Visual Aides to Teach Principle of Club Program Planning	
<i>Anita Dickson</i>	149
Build It Yourself	150
Negro Extension Buildings	151
Get Farm Fires Before They Start	152
4-H Clubs on Islands of Pacific	154
Science Flashes	156
Trip Along the Alaska Highway	157
Awards Made at Cornell	157
Have You Read	158
About People	159

Front Cover

● Smokey, the bear cub who was burned in a New Mexico forest fire, thanks Hopalong Cassidy for his help in preventing forest fires. Hoppy transcribed a series of public-service messages on forest fire prevention in cooperation with the Advertising Council, State foresters, and U. S. Forest Service. In appreciation, C. M. Granger, Acting Chief of the U. S. Forest Service, presents Hoppy with a placard, making him a member of Smokey's Club of Who's Who in Forest Fire Prevention. This cover page cannot be reprinted without permission of William Boyd Enterprise.

Next Month

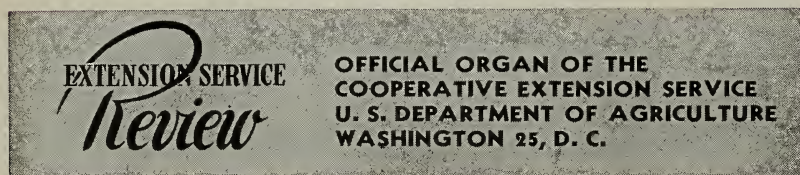
● How the chorus of nearly 2,500 farm women from Indiana sang their way into the hearts of Washington folks is one of the features in September. Members of the huge chorus are Hoosier mothers, wives, and daughters, who gathered together from home economics club choruses in 84 of the State's 92 counties.

● Get Everyone Into the Act is the philosophy of Ben Newell, Marion County, Oreg., agent. That's one reason the tansy ragwort control campaign under way in his county has met with such success. You will want to read about it next month.

● What Is a Sound Program D. M. Hall, of Illinois asks, and then goes on to give you his concepts of an effective program. "Behind every sound program is a set of objectives," he says, later cautioning that "objectives do not motivate a group unless they are understood by all."

● Many farmers are borrowing money on farm mortgage security to finance changes in their farm pattern. Next month, J. R. Isleib, Land Bank Commissioner of the Farm Credit Administration, explains how Credit Aids Adjustment to Changing Agriculture.

● Do we fear a short supply of food? Are we afraid prices for food will go up? Next month, Marshall A. Thompson, of the Bureau of Agricultural Economics, cites facts and figures, assuring us that there is no prospect of a shortage of food in the months ahead, nor are prices expected to average much higher this year, if any higher, than they were in 1949.



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10 Years of Farm Broadcasting

NIEVES DIAZ, Radio Editor

"Actualidad Agricola," a new feature on farm radio in Puerto Rico . . . How the farmers and housewives get daily up-to-date information . . . Fresh down to earth reports on good farming and housekeeping . . .

IN THE EARLY DAYS of June 1940, there went on the air for the first time in Puerto Rican radio history the words that were going to open a new horizon to farmers and housewives in their desire to have news and information on modern agriculture and home management. These words were: *"Actualidad Agricola, el programa de la finca y del hogar . . . Una presentación del Servicio de Extensión Agrícola de la Universidad de Puerto Rico y el Departamento de Agricultura de los Estados Unidos . . ."* Or, as it would sound in English: "This is '*Actualidad Agricola*,' a program for the farmer and his family . . . A daily presentation of the Agricultural Extension Service of the University of Puerto Rico and the Department of Agriculture of the United States . . ." From that day on, almost all the farmers and farm families of Puerto Rico have set their radio dial on their favorite radio station at 5:45 p. m., Monday through Friday, to hear all kinds of information of interest to them. Fresh up-to-the-minute farm news, official weather reports, market prices, homemakers' chats, hints on fertilizers and new insecticides and fungicides, new developments on scientific agriculture, and other information are brought to the people. Sometimes the voice of a fellow farmer who has achieved success in his hog raising or poultry business or has done well on his farm might be heard, speaking direct from his "*Batey*" (his front yard), a miracle of the modern portable tape recorder. The story of a new era in farm broadcasting in Puerto Rico was beginning its first chapter!



(Above) In the mountains of Puerto Rico where aromatic coffee is produced, the microphones of "*Actualidad Agricola*" pick up the words of an experienced coffee grower. (Left) Miguel Lopez and Nieves Diaz, extension radio editors, interview Jorge Besosa, poultry farmer for listeners throughout the Island.

Since its inception, "*Actualidad Agricola*" program has been a steady presentation, day in and day out, labor days or holidays. More than 3,000 broadcasts have been aired; more than 800 hours of broadcasting time; almost 1,000 out-of-studio pick-ups in the field. The story of Puerto Rico's farm and home program is a story of a continuous effort to keep farmers and housewives informed and served on agriculture and homemaking topics.

In the intimate refuge of the studio, as well as in the open, tropical sunny places far out in the mountains and plains, the microphones of "*Actualidad Agricola*" have been and are working hard to tell the listeners the news, information, or human interest story they want to know. More than

4,000 farmers and housewives, as well as elder members of 4-H boys and girls clubs have had at least one opportunity to talk through our microphones. This farm program is nowadays a familiar institution among our farm people. Every day, in their homes with their families, or in the rural "*tiendas*" (small roadside stores), with their fellow workers, the farmer waits for our program and hears our news and information about agriculture and homemaking.

Actually, the Puerto Rico Agricultural Extension Service depends on three radio editors to launch its information and educational program through the air. They are Miguel López and Miss Elsie Calero, assistant radio editors, and I. The "*Actualidad Agricola*" radio program goes through 14 stations, practically blanketing the whole island from north to south and from east to west.

Consumers Learn Marketing by Radio, TV

JOSEPHINE B. NELSON, Assistant Extension Editor, Minnesota

RADIO and television are perfect media for teaching good marketing practices and wise food use to consumers. Moreover, they are an extremely effective means of reaching large numbers of people.

So thinks Eleanor Loomis, consumer marketing agent for the Minnesota Agricultural Extension Service in the Twin Cities area—Minneapolis and St. Paul. And she practices what she believes.

In the first 7½ months Mrs. Loomis was on the job—November 16–June 30—she participated in 19 TV shows on two Twin Cities stations, KSTP and WTCN. On one of these stations she has a regular monthly half-hour spot; on the other she does a 30-minute telecast every week. For each television show she has an audience of at least 50,000 people.

It's hard work preparing for television, Mrs. Loomis says. For example, here are some of the things she did for one telecast on pork. First, she shopped for the best buys in pork. She bought a whole pork butt and some pork tenderloin. She had the tenderloins frenched into patties and some slices of the pork butt ground for pork balls. The morning before the show she cooked the pork at home: barbecued the pork butt, made pork patties and baked them in squash halves, baked the frenched pork tenderloins with apple and onion dressing. During the show she demonstrated the preparation of each of these dishes, then brought out the finished product.

In addition, she had looked up charts which she could use to show consumers the different pork cuts and how to prepare them. It took time, also, to organize the script which she ad libbed.

But TV is worth every minute of preparation it takes, Mrs. Loomis is convinced. Her conviction is based not only on the evidence of thousands of requests for marketing infor-

mation and recipes that come in response to her programs but also on the knowledge that the average person learns better through both eye and ear than through either one alone.

From the middle of November until the end of June, Mrs. Loomis took part in 24 radio broadcasts on 6 radio stations. She appears on WCCO and KSTP once or twice a month, on other stations at irregular intervals.

When the Best Buys program, sponsored by the Minnesota Agricultural Extension Service, went into full swing in June, promoting locally grown fruit and vegetables through radio and press, Mrs. Loomis began tying in her radio and television shows with it.

Once a week on KUOM, the University of Minnesota station, she discusses best buys for the day and week, giving tips on buying for quality and giving pointers on how to use best buys in daily menus.

One value of these broadcasts is to

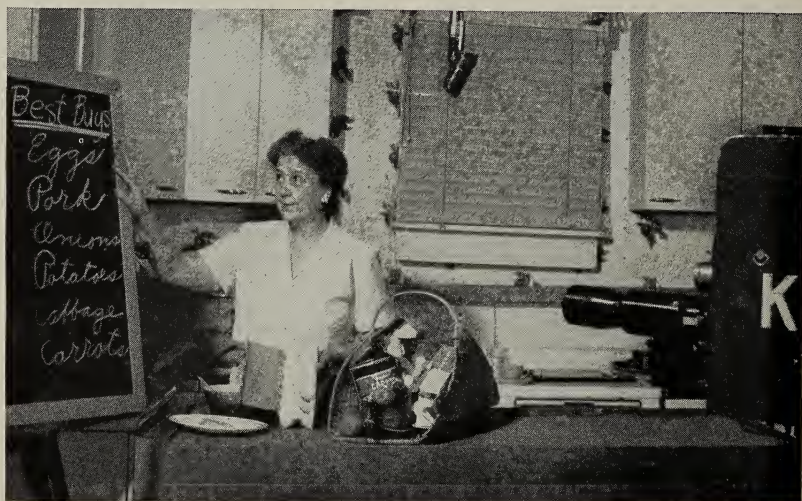
tip off the consumer as to the most advantageous time to buy fruits and vegetables for canning and freezing.

When the first home-grown asparagus was brought to the farmers' markets in Minneapolis and St. Paul, Mrs. Loomis featured asparagus on a television show. During Minnesota Strawberry Week in June, through her television shows and radio programs, she interested consumers in using berries in dozens of intriguing ways and in processing and freezing them. She did the same for raspberries, gooseberries, and currants as they came on the market.

In addition to encouraging the purchase of locally grown products, Mrs. Loomis keeps consumers informed of all foods in plentiful supply, emphasizing those high in nutritive value and those which are kind to the budget. She has stimulated the consumption of pork, lard, eggs, and chicken when they were plentiful and reasonably priced. Subjects of a few of her broadcasts show the wide range of treatment she has given plentiful foods on radio and TV: "All From One Pork Chop," "Plenty of Pork," "Grades of Ham," "More Eggs for Your Money," "Marketing Eggs," and "Eggs Go A-Partyng."

But if radio and television are important media for getting marketing and nutritional information to consumers, so is the bimonthly bulletin

(Continued on page 155)



Eleanor Loomis, consumer marketing agent in Minnesota, does regular television shows featuring best food buys.

Missouri Uses Visual Aids To Teach Principle of Club Program Planning

ANITA DICKSON, State Agent

CLUB PROGRAM PLANNING—a topic sometimes considered dull—was given new life by State agents in Missouri through the use of a flannelgraph. The flannelgraph was used at a series of district conferences to help home economics council presidents understand the principles involved in planning club programs. This method was decided on to liven up the topic and to give the 5 State agents approximately the same material for use in their respective districts. Approximately 100 county council presidents and their home agents heard the illustrated talk at the 10 conferences held May 9 through May 24.

The flannelgraph was mounted on a 36- by 54-inch piece of beaverboard. Bull's-eye targets were used to symbolize what clubs should try to accomplish through their club program or the goals. Helps for accomplishing these goals (the ammunition) were symbolized by arrows. Monthly calendars suggested when some of the

planning activities, or events related to them, might take place. Targets, arrows, and calendars were made of yellow construction paper, with black letters for easy visibility. Although there was some variation in the emphasis given to particular items, all five State agents used the following talk outline:

Why.—Local people have some responsibility in planning for extension club programs. The cooperative nature of extension work was stressed here.

What.—Club programs are aimed at certain objectives.

1. Educational programs to increase efficiency in homemaking.
2. Programs aimed at solution of problems in county rural program.
3. Programs aimed at helping to reach the standard of achievement.
4. Programs aimed at some community service objectives.

How.—Programs are initiated in various ways.

1. State home economics council.
2. County home economics council.
3. State advisory committee.
4. Agricultural Extension Service.
5. Outside interest.

When.—Planning activities occur at various times during the year.

State council meeting, August 5 and 6.

District advisory meeting, September 5 to 11.

Topic selected for specialists training meetings, October 15.

Club goals and other programs planned by January 1.

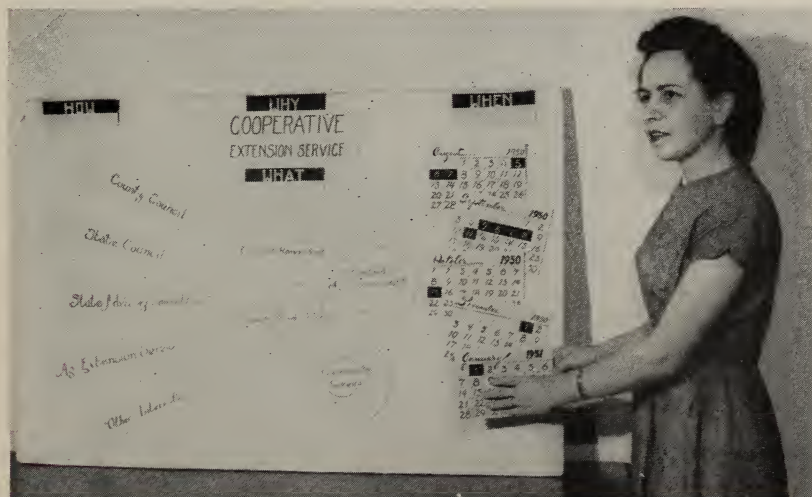
State agents will continue to use the flannelgraph at meetings in counties without home agents.

● **MICHIGAN'S** largest 4-H Club is right in the shadow of one of the Nation's largest industrial plants in a suburb of Detroit. The Dearborn 4-H Garden Club ended its first project with 384 of the 438 members completing the project to the satisfaction of the leaders.

Ray Lamb, urban 4-H Club leader for the Detroit area, says 1,550 of the 1,684 urban 4-H Club members completed initial projects, and he is highly enthusiastic over the first 8 months of 4-H Club work in the city area.

Simon Babel, Dearborn school teacher, assisted by five adult and four junior assistant leaders, handled the big Dearborn Garden Club. Members were brought to the garden plots outside Dearborn twice a week in school busses—some from as far as 3 miles away.

Every member completed a 3-day vegetable garden judging school held late in the project year.



Vernie Backhaus, State agent, uses flannelgraph to illustrate club program planning.

Build It Yourself

Georgia's Program To Give Negro Farm Families the Homes They Dream and Talk About

TWENTY-FIVE years ago the idea of building your own home was almost unheard of; it was so much of a novelty, in fact, that it was sure to make the feature section of the Sunday paper. Today more and more young people, and some not so young, are getting tired of living in old run-down shacks and are going to build or improve their own homes themselves. Since the end of World War II more than 90,000 families have moved into homes built entirely or partly by themselves. It is, of course, the obvious solution for anyone with good health, a small income, and a strong desire for a home of his own.

There seems little chance that the cost of either building material or labor will go down in the immediate future. As there is no way to reduce the cost of materials that go into a house without using inferior products, the solution is rather obvious: Cut out, or at least cut down, the labor cost which is more than 60 percent of the total cost of construction.

With all this in mind, the Negro agents of the Georgia Agricultural Extension Service are combining their various manual skills and efforts to help rural people to actually realize those comforts and conveniences in the homes they so often dream of and talk about.

The Second Annual Housing School was held this year at the State 4-H Club Camp, Dublin, Ga., May 15 to 19.

The purpose of these schools is to teach rural leaders and older 4-H Club members, through a series of method demonstrations, how to do simple jobs in construction. By no means are the schools intended to



Interest mounted as the week wore on, with the fellows on the job and mortar ready before the whistle sounded for work.

replace professional workmen with these trainees, but they are aimed to help these people become more determined and "good home" conscious, so to speak.

Prior to the housing school a selected group of farm agents was called together and briefed on certain jobs to be taught. Fortunately, there are among the farm agents a large number of skilled workmen such as bricklayers, carpenters, plumbers, painters, and electricians. As a result of this available technical skill the high cost of employing qualified personnel to teach these jobs is eliminated.

Forty-three adult leaders and older 4-H Club boys were in attendance at the second rural housing school. They were taught to make and lay cement blocks, lay out foundations for houses, pour concrete footings, build wood structures, paint, wire for electricity, and do general plumbing. Simple step-by-step demonstrations were given in all of these jobs. The trainees were permitted to actually do the work themselves, thus carrying out the familiar saying, "learning by doing."

Joining the group of men on the last 2 days were women leaders and older 4-H Club girls. These women were taught to build kitchen cabinets and lawn chairs, do interior painting, and sand and finish floors. Like the men, they were taught through a series of demonstrations and actual participation. Twenty-three women attended.

Evaluation of Work

These schools were designed to carry with them a twofold purpose. The primary objective is to teach the elementary procedures of general construction such as planning the home, selecting a suitable site, and actually doing the job. The second is to take advantage of these training procedures by utilizing the materials used for practice demonstrations for permanent constructions. That is, instead of "putting up" and "tearing down," work is done on those projects which are drawn up for permanent development on the present camp site. A saving of about \$500 was realized through this effort.

Tree Profits Used in 4-H Camp

One-time tax-delinquent land on Algonquin Lake in Barry County, Mich., now is producing good dividends for the Barry 4-H Club Camp. Of 40 acres acquired in 1941, the club has planted more than 10 acres in white and red pine. A few trees were sold last year, but the real harvest began this year. The club sold about \$1,000 worth of the trees to the Battle Creek YMCA for re-sale there. Profits will be used to build a new well, dock, and boats at the camp and to help paint the camp buildings, reports E. F. Schlutt, county 4-H Club agent.

Negro Extension Buildings

*move ahead
in Mississippi*

A MODERN \$36,984 agriculture brick building and curb market to be the center for Negro agricultural extension work in Yazoo County was opened recently, climaxing 16 years of progress in bringing improved farming and homemaking methods to the rural Negro population of that county.

Similar progress has been made in two other Delta counties, Washington and Bolivar. Formerly used by the county health department, the Washington County Negro extension quarters at Greenville provides a well-equipped kitchen, large meeting room, and adequate office space.

The Bolivar County Negro extension building at Cleveland is a 24- by 60-foot concrete-block structure. Seating capacity of the assembly room is about 100 persons. Equipment for foods demonstrations by the home agent includes a gas range, electric refrigerator, deep-freeze unit, sinks, and floor cabinets.

Efficiency of extension teaching will be greatly increased through use of the new facilities at Yazoo City, stated Negro County Agent D. W. Lindsey of Yazoo County. This agent began the Negro extension program in the county in 1934.

"After spending 5 years in a 1-room office with floor space 12 by 18 feet, I first discussed with farm leaders and the Negro home agent during the year 1939 the possibilities of setting into motion a cooperative movement which would establish a building for extension work and which also could be used as an educational center for Negro farm people," the Negro county agent said.

The building was adopted as a county-wide objective for the year 1949, after the project had been dropped during the war years. The Yazoo County Negro Farm Bureau sponsored the effort.

A total of \$4,984 was raised in an initial drive with the cooperation of Negro farmers, civic organizations, and business firms. This money was used to buy a 80- by 90-foot building site and to pay an architect.

Realizing that funds raised would not be adequate to complete the projects, the Negro county extension agents and a committee of 11 leaders presented the blueprints and specifications to the county board of supervisors and asked for their cooperation. In August 1949 the supervisors voted to construct the building with public funds.

After the \$26,049 building contract was let, the site was deeded to Yazoo County by the Negro Farm Bureau.

The entire project is county property, and all expenses of its operation and upkeep will be borne by the county.

Total cost of the agriculture building and curb market was \$36,984.

The main two-story structure is 24 feet wide and 61 feet deep with a 40- by 24-foot wing for the curb market. It is of modernistic concrete, brick, and steel construction. All floors are covered with asphalt tile.

Seating 160 persons, the demonstration room on the first floor is being used as a meeting place by various Negro rural groups. On the stage in this room is a kitchen equipped with water heater, electric range, double drain sink, and electric refrigerator.

Other demonstration room equipment includes a 16-millimeter motion-picture projector with accessories, a conference table, and 150 folding steel chairs. Shades will be provided to darken the room when pictures are shown during the day.

Separate offices on the second floor are provided for the four regular Negro county extension workers, county agent, home demonstration agent, assistant county agent, and secretary. The secretary's office includes a small lobby and adjoining workroom, and an additional small office is available for the general use of farmers.

Rest rooms and an electric water fountain are on the second floor. All windows are fitted with venetian blinds.

The curb market is used to teach processing and marketing to farm people, who can sell surplus products

(Continued on page 159)



Modern \$37,000 agriculture building and curb market at Yazoo City, Miss.



Washington County Extension Building at Greenville, Miss., has kitchen, meeting room, and office space.

NINETY-FIVE MILLION dollars in farm fire losses last year! Besides these losses 200,000 fires burn and scar millions of forested land every year! Some of these fires are man-made, and many more could have been prevented had hazards been eliminated.

National Fire Prevention Week, October 8 to 14, gives us a special opportunity to emphasize to farmers and homemakers the importance of giving attention to hazards and eliminating them.

Last year, along with their regular and emergency programs, extension workers assisted 679,849 farm families in removing fire and accident hazards. Definite training in fire and accident prevention was given to 509,858 4-H Club members, and 708,627 farmers cooperated in prevention of forest fires.

A few examples of fire-prevention work carried on in 1949 have been taken from annual reports of State extension workers.

Fire Wardens

County extension agents all over Oregon were active in cooperating with fire wardens, local officers of the United States Forest Service, Bureau of Land Management, and the Keep Oregon Green Association.

Several agents helped to organize new rural fire-protection districts, and in November 1949 there were 114 of these districts organized, all but

about a dozen being in western Oregon. They are supported by a tax levy averaging 2 to 5 mills on the assessed valuation of the district. The districts usually have contact with a town central to the area, which then procures and operates the equipment to serve the rural residents through the town fire department.

Owing to the scattered nature of the settlements in central and eastern Oregon, rural fire-protection districts cannot be organized to the extent that is possible in western Oregon. Extension agents in the region are, therefore, more active in various ways in improving the reporting of fires and in encouraging preparations by individual farmers and by organizations to have equipment for fighting fires. High-pressure spray rigs are reported to be increasing on farms, and farmers are encouraged to have these ready to go to fires.

E. W. Foss, Maine extension agricultural engineer, says that the fire-prevention and control program of 1947-48 was still producing results, with towns organizing fire departments for the first time and then purchasing or building new equipment. At least two counties had organized county firemen's associations, with

the ultimate purpose of providing for more mutual assistance and sponsoring training programs.

In Maryland there are 190 fire companies that are serving rural areas and between 5,000 and 6,000 active firemen taking part in the operation of the 190, mostly volunteer, fire companies. The project specialist arranged for a fire-prevention and fire-fighting demonstration to be put on as a part of the program for 4-H Club Week. County 4-H fire-prevention programs have been started.

As part of their 4-H Club program, 3,576 club members, representing 408 clubs in North Dakota, took an active part in the fire-prevention program.

The rural fire-prevention program was carried on in 18 Iowa counties, with 301 schools and 2,416 students making 3,839 inspections. They found 4,882 hazards and removed 2,043 of them. They also discussed fire hazards with 2,458 of the owners and presented 132 fire-prevention programs to 1,711 people.

During the year various cooperating volunteer companies gave demonstration meetings of fire-fighting runs in Hunterdon County, N. J. In this county block numbers have been painted on barns and other struc-

Get Farm Fires Before Th



Farm buildings on fire in Machias, N. Y.



A 10-mile an hour wind drives the

tures identifying the location of the farm. Training work with volunteer fire companies is acquainting the membership with the location of farms and the fire-fighting facilities on the separate farms. The drive for the establishment of fire ponds continues, and many have been added during the past year.

Although forest-fire prevention is largely the responsibility of the State division of forestry in South Carolina, extension workers urge farmers to recognize their individual responsibility in fire protection on their own farms. In the eastern part of the State they encourage farmers to make use of the heavy equipment owned and operated by the State division of forestry for plowing fire lines where needed and practical. The farmers pay for this service on a per-mile basis on either single or double lines. Many farmers are plowing or maintaining fire lines with their farm tractors and disk harrows.

Demonstrations on fire control were held in several sections of Wisconsin to acquaint farmers and other rural leaders with the value of high-pressure fog. Small buildings were erected locally, and fires were allowed

to develop to their height before water was applied. The particular fire shown in the picture at right required approximately 60 seconds and 60 gallons of water to bring under control. The low water requirement is one of the important factors to be considered in fighting rural fires.

The Oklahoma Division of Forestry and the extension forester's office have accepted a joint responsibility of organizing rural areas for fire protection. The division has an intensified fire-protection program on a little less than a million and a half acres and an extensive program on nearly 2 million more acres. The Extension Service has contributed in an educational manner in the area of intensive fire protection and has definitely taken the leadership in calling organization meetings in this area. After the initial step is taken in the organization of rural fire departments the division of forestry continues to give these groups guidance, lend them tools, and generally keep them active. At the close of 1949, 36 rural fire groups had been organized in 5 counties.

Overloaded Electric Circuits

An effective demonstration on overloaded electric circuits was given in Illinois. A small asbestos-board house was used to show the significance of an overloaded circuit and the hazards involved, as a demon-

stration of what could happen when people bought more and more appliances without providing extra circuits. The windows in the house would be set afire by means of a special switch, when the circuit's fuse had been replaced by one that was too heavy, or by placing a penny in the fuse box. Reports came in that people who saw this demonstration went home and checked their fuse boxes for pennies, tinfoil, and fuses larger than they should be. One man said after one of the housing series demonstrations: "If I had seen that demonstration 2 years ago, it might have been worth \$10,000 to me as my house burned from that very cause."

Cotton Fires

Cotton ginning specialists and other extension workers in the Cotton Belt are concentrating their efforts on the industry-wide cotton fire-prevention program. Their 1950 fact sheet emphasizes having good equipment to fight cotton fires and the importance of good housekeeping in and around cotton gins and storage houses. The National Cotton Council's figures show that cotton destroyed by fire last year was sufficient to produce more than 30 million men's shirts. Cotton fire losses last year amounted to more than \$1 a bale on the entire American crop. Eighty-six percent of all warehouse fires last year were

(Continued on page 155)



flame in this California forest fire.



Demonstration in Wisconsin showing value of high-pressure fog.



Members of the Saipan 4-H Club Council, representing the three boys' clubs and three girls' clubs on that island. There are now more than 300 4-H Club members in the trust territory of the Pacific.

4-H Clubs on Islands of Pacific

More than 300 boys and girls in the trust territory of the Pacific are now members of 4-H Clubs

THE SPARK PLUG behind this movement has been the Extension Service at the University of Hawaii College of Agriculture. The "4-H seed was planted" during the war when H. H. Warner, Extension Service director, was on Saipan, Tinian, and Guam managing huge farms for the production of fresh vegetables for the Armed Forces in the forward areas. Other Extension Service employees and former employees who have promoted 4-H work in the trust territory are Paul Gantt, Ashley Brown, Richard Lyman, Robert Burton, and Genevieve Feagin. All of these have, at one time or another, served the United States Navy in some phase of its work connected with the welfare of trust territory natives.

Antonio Cruz and Ignacio Benevente now have general supervision of 4-H work in the trust islands. Both are on the agricultural staff of the military government. Mr. Cruz is stationed on Guam, Mr. Benevente on Saipan. Years ago Mr. Cruz studied agriculture at the University of Hawaii. After the war he returned to Hawaii and served as assistant extension farm agent in east Oahu from

1946 to 1948. Mr. Benevente spent 4 months in Hawaii in 1947 where, under the supervision of Extension Service staff members, he learned how to carry on 4-H work.

In 1948 Fred Jans of the Federal Extension Service in Washington, D. C., visited Saipan and presented 4-H Club charters to clubs organized by Mr. Benevente.

"Home food production and a better knowledge of nutrition are the primary need of underprivileged peoples," Director H. H. Warner points out. "The Extension Service, through its work with boys and girls in 4-H Clubs, can well constitute the 'landing force' in helping to implement President Truman's Point 4 program of aid to underdeveloped areas."

A central leadership plan has been set up for the 4-H Clubs on the various islands of the trust territory, according to Mr. Cruz. Clubs on each island have their own 4-H council composed of club officers. Volunteer club leaders also have their own council. This organizational pattern closely follows that of Hawaii and most mainland States.

"The Agricultural Department of

the trust territory government hopes the clubs will encourage the consumption of home-grown foods and prepare the boys and girls to use other local products efficiently," Mr. Cruz writes.

On Saipan an outstanding job has been done by the 140 members of 4-H Clubs who have transformed an unused plot of land into an area of maximum productivity.

Poultry and swine raising have also been important 4-H projects. Members of 4-H girls' clubs have learned sewing and some cooking.

Wayside Beauty

Three "flower cities" in Wyoming are laying the basis for fame as spots of beauty, reports W. O. Edmondson, State forester and horticulturist. Basin, the "Lilac Town," purchased 500 lilacs and 500 tamarisk shrubs and planted them in groups along all highways entering the city, in parks, in yards, and in private gardens. The "Rose Town" of Lovell has planted thousands of roses in the past few years, and the "fever" is spreading to other nearby Big Horn Basin towns. Thermopolis, the "Flowering Plum Town," is just getting started with a few plantings made this year but heavy planting will begin in 1951.

Farm Fires

(Continued from page 153)

caused by fire-packed bales, and cotton fire losses cost the industry as much as the compression charge on last year's 16 million-bale crop.

In Arkansas more than a million acres were placed under protection in 1949. In all sections of the State county extension agents and the extension forester have worked in a co-operative fire-prevention program with the resources and development commission, division of forestry, and the Keep Arkansas Green Association.

Radio has its place in the fire-prevention program. An effective radio transcription was made at the scene of a hay mow fire in a barn in Connecticut while the firemen were getting the fire under control. Firemen, as well as local farmers, had an opportunity to say something on the broadcast. George W. Crowther, Connecticut extension agricultural engineer, believed that this was particularly effective because it was a real news item and it was used on the air the same day the fire occurred. A newspaper article with pictures on the front page of the paper came out the same afternoon. This article contained all the information a farmer needed to protect his barn against fire by spontaneous combustion.

It was also a good follow-up to a news article that had been written for the Sunday newspapers throughout the State only 3 days before the fire. The information in this article was credited with saving this \$20,000 barn by the farm owner. A neighbor showed him the article, and on checking the temperature he found it above the danger point. He immediately called the fire department to stand by and started to haul water. When the fire broke out it was smothered and kept under control until it was put out. It was also timely as it occurred during Farm Safety Week.

H. N. Colby, New Hampshire agricultural engineer, worked with Harold Adams, editorial assistant, in preparing a transcription which was used by six radio stations in New Hampshire and Massachusetts.

Home demonstration agents were also busy on fire prevention. In 35 Florida counties 3,136 women and

3,730 girls were enrolled for demonstrations in safety and fire prevention. Assisting in the program were 426 leaders, and 1,091 method demonstrations were given at 694 meetings. Approximately 10,000 families were assisted and encouraged to remove fire and safety hazards, and nearly 4,000 people in 36 counties received definite training along this line of work.

At home-improvement schools in Kansas the farm structures specialist and architect repeatedly stressed fire prevention and safety. Fire-safe materials for construction, insurance rates, proper building arrangements, and water systems with sufficient capacity to give adequate fire protection were emphasized.

Destructive fire is a menace to life and happiness anywhere, but especially is this true on farms because less help can be summoned to control farm fires. The ever-present menace of farm fires can be met most effectively by organized effort in which education and extension work play an important part. Farm fire departments are making new records for prevention of fires as well as for fighting fires.

Contest for Rural Fire Departments

One effective aid available to extension workers is the contest for rural fire departments conducted by the National Fire Waste Council, which started July 1, 1950. The contest is open to any fire department serving rural areas, but *only such fire department service as is rendered to farming areas may be considered for contest purposes*. For further information inquire of your local chamber of commerce, which should have a copy of the rules.

This contest is based on many years of experience of the National Fire Waste Council, which has conducted contests for all city fire departments in the United States, in six classifications according to population. The agricultural committee of the National Fire Waste Council is sponsoring this additional contest to encourage the extension of fire protection to more farms.

The contest is highly educational to local people, for it features fire prevention as well as fire fighting. The agricultural committee hopes that the farm fire-fighting contest will furnish a valuable incentive for organized effort in the activities county extension agents are already carrying on so effectively in cooperation with other local organizations promoting farm safety and the protection of farms from the menace of fires.

Marketing by Radio, TV

(Continued from page 148)

or newsletter, sent to a mailing list of 400. Key people in home economics, education, welfare work, radio and press, extension agents, restaurant managers, retail grocers, and members of consumer marketing project committees are included on this list.

Marketing and nutrition information on rhubarb, asparagus, lard, pork, chicken, green vegetables, and fruits has been given in the bimonthly bulletin. People receiving it use the information on radio, for the press, for demonstrations, in the classroom, in house organs, and for lectures. Through this process of relaying information, a total of more than a million people are actually reached with each issue.

In her consumer marketing work, Mrs. Loomis has not neglected talks and method demonstrations before groups. In the first 6 months she gave 10 method demonstrations before more than a thousand consumers, 30 talks on consumer education to about 3,000 people. During the summer she has talked at women's and 4-H camps on consumer education, stressing preservation of plentiful foods to increase the nutritive value of the family food supply and reduce its cost.

To make Mrs. Loomis' work more effective, a consumer group is being organized to act as an over-all advisory committee. The group will be made up of representatives from the University of Minnesota Agricultural Extension Service and agricultural economics division, Retail Grocers' Association, Twin Cities Vegetable Council, and homemakers.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Johnson Grass Fights Back

Johnson grass is developing immunity to 2,4-D weed killer. This grass, which was introduced into the South as a forage crop more than a century ago, has spread widely as a weed in cane, cotton, and other fields. ARA agronomists have been trying 2,4-D, applied on the soil surface, to reduce the emergence of Johnson grass and other weed seedlings in sugarcane fields. Suspicious of surviving Johnson grass plants, they saved the seed of these plants and grew it to see how the next-generation plants would react to 2,4-D treatment. They found resistance to the 2,4-D was twice as great as in those of the previous generation. So it now looks as if chemical weed control is another field in which we must always look for something new, just as we have had to do in meeting the attacks of fungi and bacteria and in our fight on houseflies and mosquitoes developing resistance to DDT.

Drying Shelled Corn

Drying of shelled corn as well as ear corn is necessary in some areas of the country almost every year to avoid damage through spoilage in storage. In tests last winter, our engineers reduced the moisture in stored shelled corn 1 to 2 percent at a drying cost of 1 to 2 cents a bushel. Grain stored in farm-size bins of 2,000 to 3,000 bushels capacity was successfully dried by forcing air through a perforated floor beneath the grain with farm-size portable crop driers. Lightweight auger-type handling equipment proved best for loading trucks from the bins and for transferring corn from one bin to another. Corn stored in large 25,000-bushel quonset-type storage buildings was dried with two portable driers, one attached at each end of a duct system installed on the floor of the build-

ing. Agricultural engineers are convinced that development of efficient drying methods for shelled corn will be an important step toward use of field harvester-shellers.

Big Future for Dallis Grass

Dallis grass would be the most important summer-growing perennial grass in the South except for its susceptibility to ergot. It is high-yielding and palatable and does well in combinations. Unfortunately, our

domestic seed is almost all ergot, and Dallis grass seed now has to be imported, mostly from Australia. Our plant breeders have been working overtime on this, and they now have ergot-resistant strains that look promising. These ergot-resistant plants are the result of an ingenious piece of breeding work which involved maintenance of temperatures at just the right level and control of the day-length or light period to bring about flowering at a specific time.

Big Living in a Small House

A FARMHOUSE may be small, but it need not be inconvenient or uncomfortable. There has been a tendency in the past to regard the small house as merely a condensed version of the larger house. The result has frequently been a rectangular "box" divided into a series of cubicles, each barely adequate, often inadequate, for the necessary activities of the family. Our engineers, in cooperation with State agricultural colleges, have recently developed several farmhouse

plans of the minimum type with provisions for essential activities. Privacy is provided, but the traditional concept of completely partitioned-off rooms is modified for spaciousness. Hall space is kept to a minimum, but traffic ways are so planned that they do not encroach on work areas. Entrances are convenient to drive and farm buildings, and the kitchen has a view of the farm buildings, drive, and highway where possible. Construction and material are simple but durable and readily obtainable from local supplies or from the farm. Plans will be available through extension agricultural engineers or housing specialists.



Trip Along the Alaska Highway

"I'M TIRED of moose meat," said the chairman of the program committee of the "Tok-a-Tan" Homemakers' Club. "Would you (the home demonstration leader—Lydia Fohn-Hansen) show us some new ways to fix it? I'll furnish the meat, and we can have a demonstration meal."

Another spoke up, too. "And all this fresh fish. I have some frozen pike in the locker, but we are tired of it already."

That was all it took to decide that the next meeting should be a demonstration meal. The leader had arrived for the annual visit prepared for such an event with a box full of bulletins: Alaska Berries, Fish Cookery, The Hunter Returns With the Kill, The Wheel of Good Eating, For Wilderness Wives, and a lot of farmers' bulletins and leaflets. With these for reference, a menu was selected designed to cover the greatest number of principles of cookery if not of nutrition. It included tenderized moose steak, fish sticks, savory butter, green salad (with fireweed sprouts and willow catkins), browned potatoes, butterscotch meringue graham cracker pie, and baking powder biscuits.

The committee arranged for a place to meet, helped with preparations, served the food, and helped with clean-up. The hostess brought out her best hand-embroidered linens and sterling silver. Bridge tables were gay with field-flower bouquets of polomonium, bluebells, shooting stars, and lupine. Nineteen women sat down to eat and listen to the words of wisdom from the home demonstration leader. They wrote down recipes, asked questions, and exchanged ideas on many perplexing problems of living in Alaska.

At Northway, 40 miles beyond Tok, the demonstration was repeated with a group of 10 women from the homemakers' club participating. With only an annual visit from the Extension Service, these clubs, 300 miles from Fairbanks, have continued to hold their membership and take an active part in adding more than a touch of friendliness and hospitality to wilderness homes.

Along the highway from the Canadian border to Fairbanks there are as yet no fields of waving grain, no lowing herds of kine. There are, instead, timber and tundra, snow-capped mountains, million-dollar bridges over turbulent rivers, and a road (almost completely paved) diminishing to a dot on the horizon or swinging abruptly around a bluff or over a hill. Here and there, log cabins, tourist camps, roadhouses (hotels), Alaska Road Commission camps, tank farms where maintenance crews guard the oil pipeline from Whitehorse to Fairbanks, and, in ever-increasing numbers, small clearings and garden patches indicate the homes of homesteaders.

It will take many women and many

homes and many seasons to subdue Alaska's millions of acres of wilderness. Perhaps it will never be, but in the meantime Alaska women find many things to enjoy and to challenge the best that is in them. There is the fun of building, of gardening, of hunting fossils, of taking kodachromes, of preparing for the stimulating change of seasons, and meeting the impact of a mixed and varied population—tourists, miners, natives, trappers, saints, and sinners from all walks of life.

Not all can take it. After 10 years of successful chicken ranching one farmer is selling out—too much work, no fun, and no school for the children. The next owner will start all over with more neighbors, more chance to live a well-rounded life, especially if the Extension Service can bring to the homesteaders not only information but the neighborliness of a homemakers' club.

Awards Made at Cornell

CORNELL CHAPTER of Epsilon Sigma Phi, national honorary fraternity for extension workers, makes its annual awards for outstanding accomplishments of 1950 by members of the New York Service.

Left to right: Nell B. Leonard, assistant editor, receives award for written project—her bulletin "Let's Prepare a Publication." Bert Rogers, 4-H Club agent of St. Lawrence County,

award for over-all extension project. He was honored for accomplishments of past 20 years. Mrs. Katherine Doyle, home demonstration agent of Broome County; award for oral project, her radio programs for homemakers. Prof. L. M. Hurd, chairman of the ESP selection committee, made the presentations at a picnic for members and Extension Service summer session students at Cornell.



Have you read...



FARM WOOD CROPS. John Frederick Preston, formerly Forest Inspector, United States Forest Service, and Chief, Forestry Division, U. S. Soil Conservation Service. McGraw-Hill Book Company, New York. 1949. 302 pp.

• *Farm Wood Crops* was written primarily for use as a textbook for forestry students and others who may have some knowledge of the subject. The author states that the book is "a technical guide to the development of a farm woodland enterprise integrated with the farm business," and goes on to say "for the most part it attempts to outline the philosophy of handling a woodland in its relation to the farm."

The text is written from the national point of view; but, because of the great diversity of forest conditions and problems in the United States, it does not attempt a comprehensive treatment of the subject. The author, of necessity, emphasizes general principles and recognizes that many gaps are left in the subject matter. Such chapters as *Financial Value of Woodlands in the Farm Business*, *Problems of Forestry on the Farm*, *Farm Planning Involving the Woodland*, and *Practices on Farm Woodlands* contain much pertinent information and should be helpful in giving the student a better perspective of farm forestry and the necessity of looking at it as a part of the farm business. This point is not generally appreciated by forestry students and should be emphasized, especially with those contemplating work with farmers.

The author presents, as a part of his philosophy, a pattern for assisting woodland owners which divides forestry assistance into three categories or levels and suggests the public agencies that can assist at each level. This pattern and the discussion of building a farmer clientele should stimulate thought, but some questions may be raised and weak spots pointed

out by those intimately acquainted with educational methods and techniques of reaching farm people.

Farm Wood Crops discusses principles, gives essential subject matter, and suggests an interesting pattern for an agricultural approach to forestry on the farm.—*W. K. Williams, extension forester.*

HOW TO TURN IDEAS INTO PICTURES. H. E. Kleinschmidt, M. D. National Publicity Council for Health and Welfare Services, Inc., 257 Fourth Avenue, New York 10, N. Y. 1950.

• This is a helpful little package for all those who would like to "say it in pictures" as well as in words. The author, Dr. H. E. Kleinschmidt, has produced and used many visual aids during his years of work in health education. Now in this booklet he offers "visual shorthand, a simple code for the transmission of ideas."

After saying "anyone who can write can develop the technique," he shows how. First he believes it is necessary "to cultivate the art of seeing." Examples are given of the picture possibilities in subjects usually considered abstract. One of these is taken from a case work agency's report in which a not too successful effort has been made to emphasize the point that the agency is a "family" one. Here is Dr. Kleinschmidt's suggestion as to how this could be done: "... there is warmth in that word 'family'—why not accentuate the idea by an illustration? Where do we see the family in full blossom?" The answer, of course, is at dinner, so he suggests we start by drawing a dinner table, and

then "add a chair and put Father in it. Then a high chair with Junior. Sister sits at the side. Mother, the darling, comes in with a big bowl of steaming spaghetti. Now we experiment a little with the reactions of these people. Turn all eyes toward Mother. Let Junior bang his spoon. Hang a picture of Grandpa on the wall. Make checks in the tablecloth (to indicate this is an everyday occasion). What does it matter that there is only one dish for supper? Do we need cups and saucers? Where is Mother's chair? All unnecessary, for these visual shorthand symbols say 'family' with all its charm despite the lack of detail."

Thus the reader receives a good idea of the mental approach to visual shorthand and is ready to tackle the actual construction of it. As most of its people and animals are basically "stick figures," it is just a matter of varying the strokes used to print the word "TO." Simplified proportions of the human figure as well as its actions are dealt with. Several pages are devoted to the human face, its features, its changes of expression.

A few pages are also given over to the many devices cartoonists use for purposes of identification and action. For instance, a Mexican wears a sombrero, a diplomat a homburg. A woman wears a skirt. Put an apron on her, and she becomes a housewife. If she wears a hat and carries a handbag, she is out of doors. If she also holds an open umbrella over her head, we guess it is raining; and if a few slant lines are added to the drawing, we know it is.

There are several pages of symbols for tools and equipment used by human beings and suggestions for drawing them. No attempt is made to delve into the subtle problems of shading and perspective, but several paragraphs go into the principles of composition involved in making even these simple sketches.

All in all it's a fine publication, and one that should be helpful to workers in the fields of education and publicity. Those who take its suggestions to heart may never turn out masterpieces, but they will be able to save words, add life and clarity to their letters, publications, and talks, and at the same time have fun.—*Gertrude Lenore Power, Art Editor.*



About People . . .



● **DEAN and DIRECTOR T. B. SYMONS** of the University of Maryland retired in September, culminating a career of 48 years, in which he guided extension forces and farm people through two world wars. The service the dean has rendered to the university and to the agriculture of his State might best be summed up in the words of President H. C. Byrd: "You have not only erected to yourself a monument of brick and stone, but you have erected a much more enduring monument in the indelible imprint you leave on the hearts of those who have benefited by what you have done." The new agricultural college building which has been occupied since 1948 has been named Symons Hall.

Dr. Symons began his work at the University of Maryland as assistant entomologist nearly a half century ago. In 1904 he became professor of entomology and zoology, ascending to the deanship of the school of horticulture 8 years later. When Congress created the Cooperative Extension Service, his leadership, personal qualifications, and ability were recognized; and he was named director of the Maryland Extension Service.

For the past 13 years he has also served as dean of the college of agriculture.

At a dinner in his honor his co-workers had this to say: "You have built a solid foundation on which we may carry on in your tradition. You have always loved and served the highest and best. As you go into a new but broadening sphere of activity we wish you ever-increasing happiness and success." Thus, T. B. Symons, the man Maryland came to know, love, and respect, retired after an illustrious career.

● **DR. EVELYN L. BLANCHARD** reported for duty as extension nutritionist on the Federal staff of the Cooperative Extension Service in June. Dr. Blanchard, who has been in the nutrition field for a number of years, received her Ph. D. degree from the University of Iowa. Before taking over her present appointment she was extension nutritionist on the New Mexico staff.

● **DR. ERNEST CORY**, head of the entomology department and assistant extension director at the University of Maryland, was recently awarded the "Gold Medal of Achievement" by the American Orchid Society for outstanding contributions to the development of orchidology.

● **DIRECTOR PAUL E. MILLER** of Minnesota left from New York by plane the middle of July to assume responsibilities as chief of the ECA special mission to Ireland, succeeding **DEAN JOSEPH E. CARRIGAN** of Vermont. In view of his overseas assignment, he has resigned as a member of the President's Commission on Migratory Labor. Associate Director Noble Clark of Wisconsin has been appointed a member of the commission in his place.

DEAN CARRIGAN, while on leave of absence from the University of Vermont, has served as chief of the ECA mission to Ireland since September

1948 and will resume his duties as director of extension and dean of the college of agriculture. In appreciation for his work, the National University of Ireland conferred upon Dean Carrigan a degree of doctor of economic science.

● **Farm and home improvement** tours in eight North Dakota counties were arranged by county and home extension agents during June to generate interest in making farm homes more convenient and attractive.

The tours were in the northeast fourth of the State where Harper J. Brush, district supervisor of the Extension Service, is in charge.

Good tree plantings and shelterbelts, home fruit orchards, landscaped farmsteads, modernized kitchens, bathrooms, newly decorated home interiors, utility rooms, and electric installations were demonstrated on the tours.

● On June 30 **C. C. CALDWELL**, Hamilton County, Ohio, 4-H Club agent, closed his desk after 33 years in extension work. On the eve of his retirement Agent Caldwell was honored at a special program arranged by the Hamilton County 4-H Advisers' Organization at Mount Healthy High School. Included among the gifts of remembrance was a bound file of personal notes written by his many friends.

Negro Extension Buildings

(Continued from page 151)

there without paying a fee. Facilities of the market are a 40- by 14-foot concrete floor for general use, a processing room with necessary equipment, storage room, and toilet.

"Farm people are already showing a new enthusiasm, a new pride in farming which ultimately will result in a better understanding of their problems, and a better rural living for those who grasp the opportunities which are being offered," the county agent declared.

FIRE STRIKES



Fire Prevention Strengthens the Nation

LET'S take part in National Fire Prevention Week, October 8-14. This week is proclaimed each year by the President to focus attention on fire prevention throughout the Nation.

Last year farm fire losses amounted to 95 million dollars. About a fifth of the value of the farm is destroyed, as an average, each time a farm fire gets out of hand.

The fire in this picture got a fast start when sparks landed on a flammable roof. Farmers, usually located far from organized fire-fighting equipment, have particular need for fire-retardant roofing on all main buildings.

Approximately 200,000 fires burn and scar millions of acres of forested land every year in the United States.

Nation-wide, 9 out of every 10 fires are caused by man and are therefore preventable.